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Note for Broeman, Ina

From: Moore, Edna
Date: Thu, Feb 22, 1996 3:01 PM
Subject: VS Music Meeting with LeVan
To: Broeman, Ina
Cc: Gennaro, Mary Jo; Mahan, Michael

FYI. Mary Jo and Sonya will meet with Suzanne on Friday morning at 9a.m. to review the different budget numbers and timelines being proposed for the VS Music program.

- Overall budget for the program ('96 and '97)
- Funds needed for work being done in '96
(i.e. contract for agency; fees for artists; production costs, etc.)
- Funds required for '97 program launch and second CD production
- As younger adult 21+ VS smokers and competitive smokers tend to purchase packs, how do we lower the cost of CD to make it worthwhile.
- Feasibility of Cassette rather than CD (initial research indicate this group tend to purchase CDs) and cost factor.

In addition, the brand has put together a budget that will be required from their standpoint to cover retail-related elements.

Suzanne feels comfortable with the repositioning of the program. However, this meeting, hopefully, will answer many of the financial questions she's raised in preparation to going back to senior management to present the concept.

We are working on securing Conference room 7B for this meeting. We will confirm

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